



# TOOELE COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
<b>DEMOGRAPHIC</b>									
Population	35,351	38,079	40,735	43,996	44,431	46,208	47,832	3.5%	7
Total Non-Ag Employment	10,601	10,837	11,129	11,660		11,900	12,324	3.6%	10
Non-Ag Avg Monthly Wage	\$2,460	\$2,467	\$2,508	\$2,585		\$2,731	\$2,766	1.3%	3
Per Capita Income	\$17,188	\$17,182	\$17,628	\$18,434	\$19,956	\$19,947	\$20,166	1.1%	17
Unemployment Rate	5.0%	5.6%	5.3%	7.4%		9.9%	9.1%	-0.8%	26
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$33.3	\$36.1	\$38.3	\$37.6	\$34.0	\$60.7	\$57.1	-5.9%	10
Travel & Tourism Related Employment	616	676	726	748	949	1,501	1,435	-4.4%	11
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$692.0	\$750.0	\$798.0	\$782.0	\$893.0	\$1,269.8	\$1,195.8	-5.8%	10
Gross Taxable Room Rents	\$4,123	\$3,756	\$4,658	\$4,289		\$4,276	\$4,000	-6.5%	18
Transient Room Tax	\$117.7	\$112.7	\$139.7	\$128.7		\$128.3	\$120.0	-6.5%	18
Restaurant Tax	\$159.4	\$194.3	\$211.4	\$212.8		\$230.2	\$287.3	24.8%	10
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$282.8	\$306.9	\$330.3	\$363.3		\$408.2	\$325.2	-20.3%	12
<b>REGIONAL VISITATION COUNTS</b>									
I-80 UT/NV Traffic Count	1,934,500	2,006,040	2,011,150	2,219,565		2,261,540	2,188,175	-3.2%	
Willard Bay S.P.	300,702	307,114	340,580	302,189		308,206	206,968	-32.8%	
Antelope Island S.P.	362,128	329,751	343,410	291,163		288,907	268,732	-7.0%	
Utah Lake S.P.	734,995	431,702	405,563	276,475		157,882	83,076	-47.4%	
Great Salt Lake S.P.	56,585	136,496	142,433	144,272		136,238	139,254	2.2%	
Camp Floyd S.P.	9,231	8,667	8,639	8,054		13,215	12,348	-6.6%	

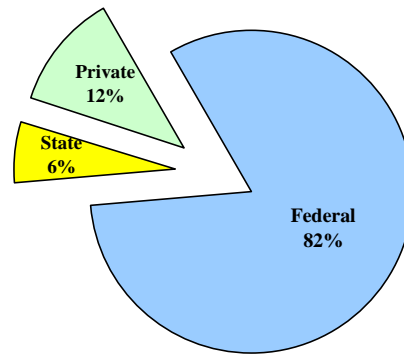
r = revised

Land Ownership - 2004		% Total
<b>Total Acres in County</b>	<b>4,420,793</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>3,626,819</b>	<b>82.0%</b>
BLM	1,896,263	42.9%
US Forest Service	132,359	3.0%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	1	0.0%
USFS & BLM Wilderness Area	25,308	0.6%
Other*	1,572,888	35.6%
<b>State Government</b>	<b>262,352</b>	<b>5.9%</b>
Utah State Parks & Recreation	565	0.0%
Utah State Wildlife Reserves	1,641	0.0%
State Trust Lands	260,146	5.9%
<b>American Indian</b>	<b>15,686</b>	<b>0.4%</b>
<b>Private**</b>	<b>515,963</b>	<b>11.7%</b>

\*Includes Military and Bankhead Jones land

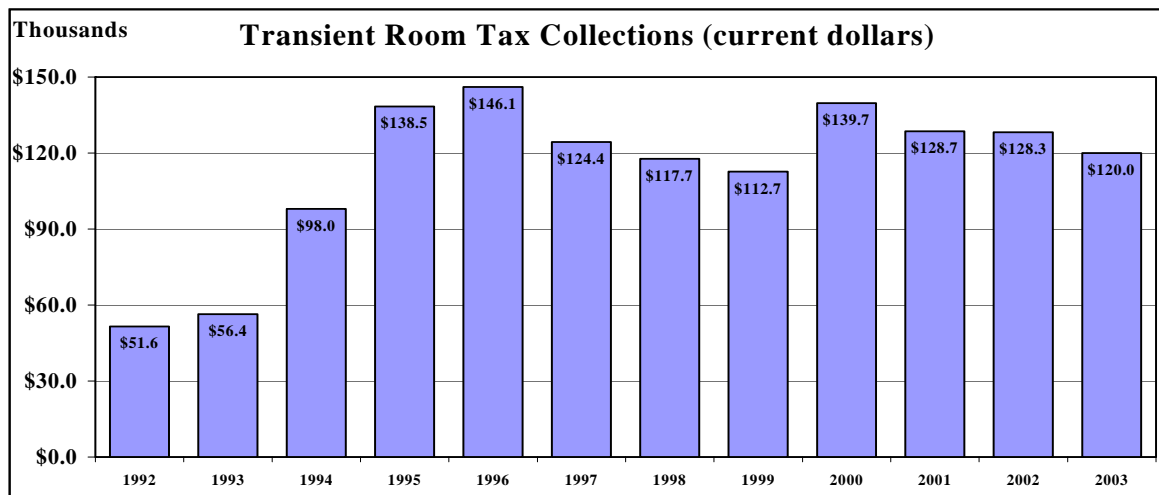
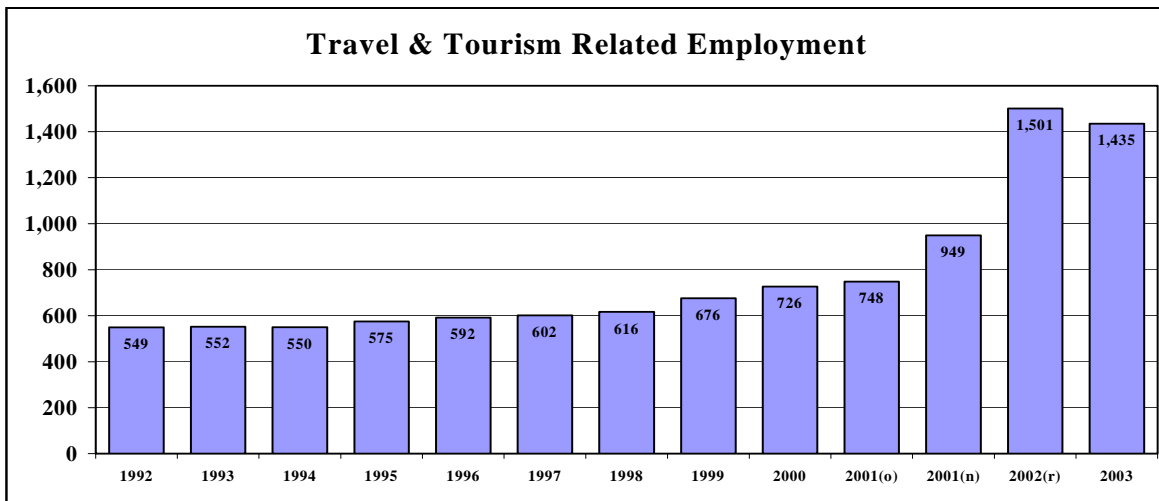
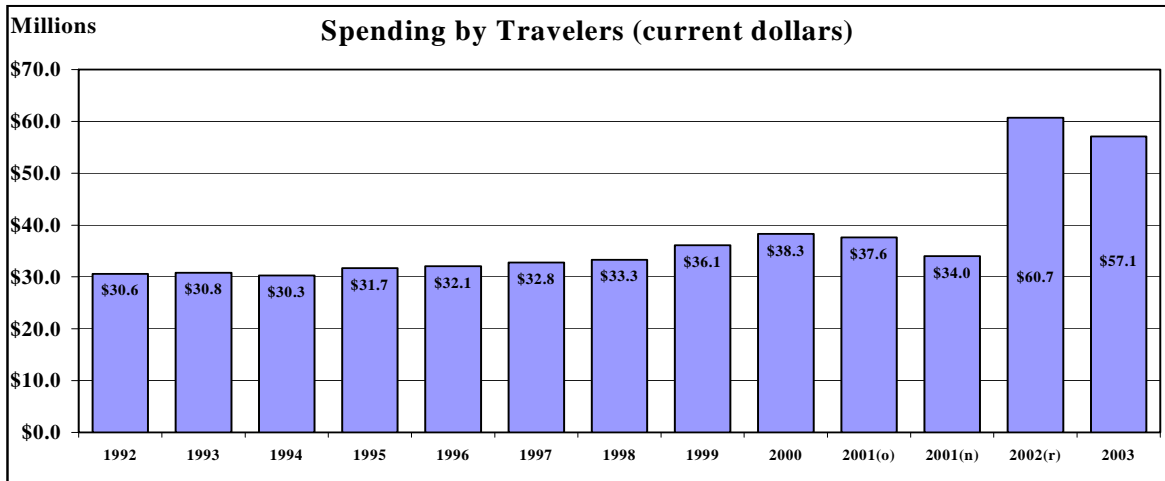
\*\*May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

# Tooele County Tourism Profile



r = revised

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